



Small Business Resiliency Loan

Build Your Credit

Grow Your Business

Pay Yourself Back

Overview & Outreach
Session #1



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Overview of SBRL

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- Product details
- Timeline and allocations
- SBRL Process steps

Overview of Outreach Resources

- Unique nature of our outreach
- Recap of CBC outreach strategy sessions
- Outreach Resource Center (ORC)



CONTEXT & BACKGROUND

2020

2021

2022

2023

2024

SBRN established with 11 partners to support small business/entrepreneurs

SBRN grows from 11 to 30 partners



Small Business Resiliency Network
Supported by Washington State Department of Commerce

Identified underlying barriers to conventional lending: complex application processes, credit history, limited financial history or documentation, lack of trust in existing systems, language barriers, and more.

Commerce contracts with GoWest to design and implement a Credit Building Pilot Program

Small Business Resiliency Loan
Build Your Credit | Grow Your Business | Pay Yourself Back



PROGRAM OBJECTIVES

FUNDING GAP

- Our communities have barriers to accessing business loans due to limited options and discriminatory practices.
- This program removes barriers and provides growth opportunities.

BUILDING CREDIT CONFIDENCE

- Low credit scores can hinder loan access.
- This program is a stepping stone to traditional loans, helping businesses build credit history safely.

TRUST & PARTNERSHIPS

- Lack of capital, language barriers, and fees create distrust in financial institutions.
- We connect businesses with trusted partners (SBRNs) and credit unions, building relationships for future success.



PROGRAM OVERVIEW

In collaboration with SBRN partners and other stakeholders, we have designed a **loan program meant to address both the access to capital and credit-building needs of communities served by the SBRN.**



\$500 TO \$25K
LOANS



4% INTEREST LOAN



12 to 30 MONTH
TERMS



MINIMUM 12
MONTHS



RECEIVE FUNDS EQUAL TO LOAN AMOUNT WHEN
LOAN IS PAID OFF



LOAN PROGRAM DETAILS

PRODUCT	DETAILS
Loan Purpose	Loan must be used for a legal business expense
Loan Type	Share-secured loan
Determining Eligibility	Address in eligible area + under 20 FTE
Requirements	To comply with Bank Secrecy Act and Know Your Customer requirements, all people in control of the business must provide: Name, SSN/ITIN/EIN, and Address
Loan Size	At least \$500, and up to \$25,000
Savings Account	When loan is originated, funds equal to the loan (plus the amount of interest the borrower will pay) will be deposited into the Savings Account; account will be in the borrower's name, but access will be restricted until the loan is repaid (in a minimum of 12 months)
Interest Rates	Set at 4% . Interest earned on funds in the Savings Account will be made available to the borrower at the same time as the grant funds; interest earned on funds cannot be accessed until successful completion of the program.
Repayment Terms	Loan repayment term of between 12 and 30 months; loan repayment period must end before December 31, 2026
Early Repayment	Borrowers can pay the loan off early without a penalty; however, borrowers must make at least 12 monthly payments before they can access Savings Account funds; any outstanding loan balance, including any interest, must be repaid prior to accessing Savings Account funds
Credit Reporting	All payment activity will be reported by credit unions to at least one credit bureau
Borrower Fees	The borrower will pay no fees to establish or maintain the Savings Account or loan

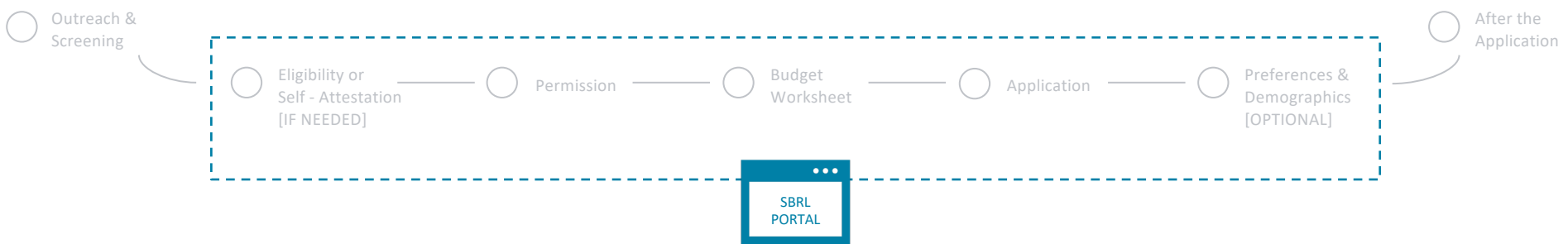


TIMELINE AND ALLOCATIONS

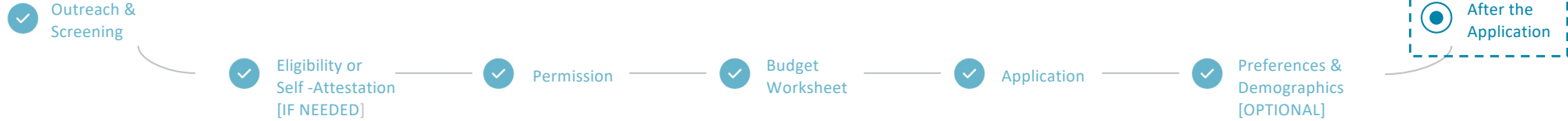




PROCESS DETAILS



PROCESS DETAILS



1. SBRN partner outreach to the community
2. Small business expresses interest
3. SBRN partner discusses with the applicant
4. SBRN partner determines fit for this program
5. SBRN partner confirms the applicant’s eligibility on the map or through attestation
6. SBRN partner confirms applicant’s eligibility re: business size under 20 FTE
7. Applicant signs permission sharing form.
8. SBRN partner helps the applicant with a budget worksheet and assesses the ability to repay
9. SBRN partner helps applicants complete application questions
10. SBRN partner helps applicants complete preference questions
11. SBRN partner helps applicant complete demographic questions
12. Applicant signs application form
13. SBRN partner signs attestation re: application packet

14. SBRN partner submits on behalf of the applicant
15. GoWest receives application and checks for:
 - a. Completeness
 - b. Duplication
 - c. Eligibility (address, WA License, federal UEI)
16. GoWest WE WILL REVIEW SPECIFICALLY IN
17. Credit union THE “AFTER THE APPLICATION”
18. Credit union contacts applicant and SBRN partner to sign loan documents SESSION (#5)
19. Applicant/borrower signs loan documents
20. Credit union requests funds from GoWest
21. GoWest requests funds from Commerce
22. Commerce funds GoWest
23. GoWest funds Savings Account at credit union
24. Applicant/borrower accesses loan funds and begins making payments



UNIQUE NATURE OF OUR OUTREACH

FOCUSED SUPPORT

- The SBRL goes beyond traditional loan programs by addressing specific barriers faced by underserved communities. This includes complex applications, credit history limitations, lack of documentation, language barriers, and a potential distrust of existing financial systems.

PARTNERSHIP-DRIVEN APPROACH

- The SBRL leverages the Small Business Resiliency Network (SBRN) and its credit union partners. These trusted organizations can help navigate the application process, build trust with potential borrowers, and ensure the program reaches those who need it most.

BUILDING CREDITWORTHINESS

- The SBRL aims for long-term success by offering the Credit Building Pilot Program alongside loans. This empowers borrowers to build or improve their credit history, positioning them for future financial opportunities.



RECAP OF CBC OUTREACH STRATEGY SESSIONS



SHARE YOUR OUTREACH EXPERTISE!

We'd love to hear about the outreach strategies you brainstormed during the Think Tank for the Small Business Resiliency Loan Program (SBRL).



INSIGHTS & IMPLEMENTATION

Did you develop any unique approaches to address specific barriers faced by potential borrowers (language, trust, documentation)? Are you currently implementing any innovative outreach tactics?



LESSONS LEARNED

What valuable insights emerged from the Think Tank discussions regarding SBRL outreach?



COLLECTIVE KNOWLEDGE

By sharing your experiences, we can collectively refine and strengthen the SBRL's outreach efforts, ensuring it reaches the small businesses who need it most.



OUTREACH RESOURCE CENTER

- CBPP SBRL Application Checklist for the SBRN Partner (How to prepare checklist)
 - [WIP] We are also creating a checklist for the borrower
- Program Flyer Copy
- Program Social Media Posts
- Program Email Copy
- [WIP] Talking Points
 - How to say “no” and offer support/recommendations
 - How to say “yes” you are a good fit and what next steps look like
- One-on-one support as needed
- [WIP] Idea Board

